ORGANIZATION MANUAL

of the

VALLEY of the MOON VINTAGE FESTIVAL ASSOCIATION



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of the

VALLEY of the MOON VINTAGE FESTIVAL ASSOCIATION



1949

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Valley of the Moon Vintage Festival Association

STATEMENT OF OBJECTIVES AND DUTIES

STANDING COMMITTEES AND OFFICERS

PLANNING COMMITTEE

OBJECTIVE: The making of overall plans for the Association's activities.

DUTIES:

1. To determine the kind and character of the activities to be undertaken.
2. To determine the time and place for the activities.
3. To keep the Board of Directors and Executive Coordinator informed as to their determinations.
4. To meet with the various chairmen at the discretion of the Committee.

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FINANCE COMMITTEE

OBJECTIVE: The maintenance of complete financial records of the Association's operations.

DUTIES:

1. To audit all accounts.
2. To make all collections.
3. To check collections with the chairmen concerned.
4. To turn collections and accounting memoranda over to the Treasurer.
5. To receive budget requests from the chairmen.
6. To confer with the Board of Directors on general budget appropriations.
7. To authorize budget appropriations.
8. To make all disbursements after securing the required funds; the checks to bear the signature of any two of the following officers: the President, the Treasurer and the Secretary.

--O--

EXECUTIVE COORDINATOR

OBJECTIVE: The attainment of a well functioning organization in all of it's phases.

DUTIES:

1. To keep posted as to the plans and actions of the Board of Directors, Officers and Standing Committees of the organization.
2. To keep posted as to the plans and actions of all *task* committees.
3. To expedite the execution of the plans of the Planning Committee.
4. To expedite the execution of the Board of Directors determinations.
5. To make reports to the committees or boards concerned.
6. To expedite the attainment of all objectives in a manner coincident with this "Statement of Objectives and Duties."

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EXECUTIVE SECRETARY

OBJECTIVE: The maintenance of records and carrying on of correspondence in furtherance of the accomplishment of the Executive Coordinators objective.

DUTIES:

1. To maintain records of the plans and accomplishments of the various chairmen and the Standing Committees.
2. To carry on and to receive correspondence incidental to the duties of the Executive Coordinator.
3. To notify organization members and others, as required, of called meetings.
4. To transmit letters of acknowledgement in accordance with information to be received from the Assistant Coordinators.
5. To otherwise assist the Executive Coordinatorin the performance of his duties.

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ASSISTANT COORDINATORS

OBJECTIVE: The attainment of a well functioning organization within his group chairmen.

DUTIES:

1. To convey information and instructions from the Executive Coordinator to his group chairmen.
2. To keep posted as to the plans and accomplishments of his group chairmen and to convey such information to the Executive Coordinator.

(Assistant Coordinators - continued)

3. To call meetings of his group chairmen at his direction.
4. To cooperate with his group chairmen in preparing their budgets.
5. To convey pertinent information of his group activities to the Publicity Chairman.
6. To suggest ways and means by which his group chairmen can attain their objectives.
7. To maintain a list of names of his chairmen's committee members and assistants and to supply the Executive Secretary with a copy of such a list.
8. To keep posted through other Assistant Coordinators as to the plans and accomplishments of the several groups of chairmen.
9. To otherwise assist the Executive Coordinator in the attainment of his objectives.

DIRECTIVE TO ALL CHAIRMEN

1. *IN ADDITION* to the duties specified under his special heading, each chairman shall perform all of the functions necessary for the attainment of his objective and he shall be responsible for the timely accomplishment of such objective. To this end, he shall prepare in advance a schedule for the performance of his duties.
2. *HE MAY* appoint committee members or other interested persons and he may delegate any or all of his duties to such members or interested persons except that he shall be responsible for the timely performance of such duties.
3. *HE MAY* enlist the assistance of other organization members and he shall enlist the aid of other chairmen when their functions are necessary for the attainment of his objective.
4. *HE SHALL* function as general chairman when his objective is the principal task to be accomplished-*(example)* "WINE EXHIBIT," which may involve transportation, utilities, decoration, sound, etc. The Chairman of the Wine Exhibit shall be responsible for coordinating the activities of the assisting chairmen.)
5. *HE SHALL NOT* perform the duties of other chairmen except after consultation with the chairmen concerned.
6. *HE SHALL*, in cooperation with his assistant coordinator prepare a budget of anticipated expenses for his activity, and he shall submit a

copy of his budget to the Finance Committee for their consideration. He may submit a revised budget from time to time.

7. *HE MAY* make expenditures not to exceed *Five* ($5.00) *Dollars* without reference to a budget.
8. *HE SHALL* secure funds from or submit bills to the Finance Committee.
9. *HE SHALL* acquire by loans, authorized purchases, rental or fees all properties and services necessary for the attainment of his objective and he shall be responsible for the installation and maintenance of such properties and the supervision of the activities for which fees are paid.
10. *HE SHALL* keep records of the acquisition and disposition of properties of his department and he shall submit copies of such records to the Finance Committee.
11. *HE SHALL* currently render accounts of his financial transactions to the Finance Committee.
12. *HE SHALL* notify the Finance Committee when money is to accrue as the result of his activities to the end that the Finance Committee shall arrange for the collection of such money, he shall, however check the receipts with the collector.
13. *HE SHALL* be responsible for the prompt return to the owners of items loaned or rented to the Association and for the return of Association properties to the Property Chairman.
14. *HE SHALL* give receipts for properties loaned or rented to the Association and he shall retain carbon copies of such receipts.
15. *HE SHALL* see that all structural, decorative and utilitarian items are promptly removed and returned to their proper destinations.
16. *HE SHALL* see that the premises occupied by his activity are left in an orderly and clean condition promptly at the conclusion of his activity.
17. *HE SHALL* submit, to the Executive Secretary, the names and addresses of persons or organizations who gratuitously furnish services or objects, indicating the nature of the contributions; to the end that such contributions may be properly acknowledged.
18. *HE SHALL* keep in close communication with his Assistant Coordinator to the end that the Assistant Coordinator will at all times be informed as to his plans and accomplishments, and that the desired publicity may be obtained.
19. *HE MAY issue* complimentary tickets or passes at his discretion; such tickets or passes to bear his signature.

STATEMENT OF OBJECTIVES AND DUTIES

INDIVIDUAL CHAIRMEN

WINDOWS

OBJECTIVE: The appropriate decoration of all display windows facing the Plaza and any other windows which the chairman may elect to include.

DUTIES:

1. To make an overall plan of window decorations.
2. To contact the merchants concerned with the object of enlisting their cooperation and of informing them of the proposed scheme of decoration.
3. To collect the items to be displayed and to arrange the displays.
4. To perform the duties as set forth in the "DIRECTIVE TO ALL CHAIRMEN"

- O -

PLAZA

OBJECTIVE: The creation of a functional and harmonious plan for the activities, structural and decorative features in and around the plaza, excepting the window displays.

DUTIES:

1. To make plans for the placing of structural features and a general plan of decoration in the Plaza.
2. To make plans for decorating the exteriors of buildings facing the plaza.
3. To arrange the timing and location of activities to take place in and around the plaza.
4. To perform the duties as set forth in the "DIRECTIVE TO ALL CHAIRMEN"

- O -

BOOTHS.

OBJECTIVE: The proper placing and maintenance of all festival booths.

DUTIES:

1. To supervise the locating of all booths in accordance with the plans of the Plaza Chairman.
2. To supervise the erection and dismantling of all booths.

(Booths - continued)

3. To see that all booths and surroundings are maintained in a clean and orderly condition during the Festival period.
4. To see that booths belonging to the Association are not defaced, and that they are used in accordance with the terms of the agreements between the Association and the concessionaires.
5. To report to the Executive Secretary when repairs are necessary to Association booths, noting the number of the booth and the nature of the repair required.
6. To perform the duties as set forth in the

"DIRECTIVE TO ALL CHAIRMEN"

- O -

WINE EXHIBIT

OBJECTIVE: The creation of an exhibit of wines, and wine products and pertinent features as a central motif of the Vintage Festival.

DUTIES:

1. To contact wineries and interested persons and organizations with the object of securing their participation in the Wine Exhibit.
2. To see that the exhibit materials are assembled at the place of exhibition.
3. To arrange the display of all pertinent objects and, with the aid of the Decorations Chairman, to arrange the background decorations.
4. To arrange for attendants to be present during the exhibition hours.
5. To perform the duties as set forth in the -

"DIRECTIVE TO ALL CHAIRMEN"

- O -

SPECIAL EXHIBITS

OBJECTIVE: The planning and general supervision of such Special Exhibits as the Planning Commission may designate.

DUTIES:

1. To arrange for the location of the exhibits.
2. To arrange the displays.
3. To arrange for attendants during the exhibition hours.
4. These duties may be assumed by the exhibitor but the chairman shall be responsible for their performance.
5. To perform all the duties as set forth in the

"DIRECTIVE TO ALL CHAIRMEN"

COSTUMES

OBJECTIVE: The appropriate costuming of the participants in the Festival when such costumes are to be furnished by the Association.

DUTIES:

1. To ascertain the number, types and sizes of the costumes and accessories required.
2. To acquire and deliver to the persons concerned such costumes and accessories.
3. To perform the duties as set forth in the

"DIRECTIVE TO ALL CHAIRMEN"

- O -

PAGEANT

OBJECTIVE: The presentation of a Pageant.

DUTIES:

1. To select the Pageant personnel, including the cast, director, producers, technicians and supernumeraries.
2. To supervise and coordinate the activities of the personnel.
3. To keep the personnel informed as to the plans and activities.
4. To call rehearsals.
5. To perform the duties as set forth in the -

"DIRECTIVE TO ALL CHAIRMEN"

- O -

STAGE SHOWS

OBJECTIVE: The production of shows or spectacles to be presented on a stage or at a specific location.

DUTIES:

1. To conceive all phases of and to produce such shows or spectacles which are to be held on a stage or at a specific location.
2. To perform the duties as set forth in the

"DIRECTIVE TO ALL CHAIRMEN"

- O -

PARADE

OBJECTIVE: The presentation of a Parade in character with the occasion of a Vintage Festival.

DUTIES:

1. To select the entries for the Parade.
2. To assemble the entries.
3. To arrange the order of the entries.

(Parade - continued)

4. To determine the type of costumes.
5. To determine the line of march.
6. To determine the time of start and finish.
7. To conduct the parade during the march.
8. To perform the duties as set forth in the "DIRECTIVE TO ALL CHAIRMEN"

- O -

MUSIC

OBJECTIVE: The furnishing of music appropriate to the occassion of the Vintage Festival and its several activities.

DUTIES:

1. To secure musicians.
2. To determine the character of their renditions.
3. To determine the time and place of their presentation.
4. To arrange for the keep and transportation of the musicians.
5. To perform the duties as set forth in the "DIRECTIVE TO ALL CHAIRMEN"

- O -

DANCING

OBJECTIVE: The presentation of group or solo dancing intended as a spectacle.

DUTIES:

1. To secure the dancers.
2. To determine the program of dances.
3. To determine the time and place of presentation.
4. To supervise the presentation of dances.
5. To arrange for the keep and transportation of the dancers.
6. To perform the duties as set forth in the "DIRECTIVE TO ALL CHAIRMEN"

- O -

TOURS

OBJECTIVE: The conducting of tours to points of interest in the Sonoma vicinity.

DUTIES:

1. To plan the route and timing of the tour.
2. To arrange for transportation and signs in cooperation with the chairmen concerned.
3. To arrange for admission at the stopping points.
4. To perform the duties as set forth in the "DIRECTIVE TO ALL CHAIRMEN"

PAID LABOR

OBJECTIVE: The furnishing of paid labor to supplement the work of volunteer helpers.

DUTIES:

1. To secure the required paid labor.
2. To allocate laborers to the Chairmen requiring their services.
3. To function as time keeper.
4. To perform the duies as set forth in the

"DIRECTIVE TO ALL CHAIRMEN"

- O -

TRANSPORTATION

OBJECTIVE: The furnishing of transportation for personnel and properties.

DUTIES:

1. To secure the required transportation and facilities.
2. To transport properties and personnel as required by the various chairmen.
3. To supervise the work of the transportation personnel.
4. To perform the duties as set forth in the

"DIRECTIVE TO ALL CHAIRMEN"

- O -

TRAFFIC

OBJECTIVE: The orderly control of traffic in relation to the Festival activities.

DUTIES:

1. To determine the traffic pattern.
2. To secure the personnel to carry out the plan.
3. To supervise the work of the traffic personnel.
4. To perform the duties as set forth in the

"DIRECTIVE TO ALL CHAIRMEN."

- O -

UTILITIES

OBJECTIVE: The furnishing of water, light, heat and communication facilities when required for the Festival activities.

DUTIES:

1. To arrange for and supervise the installation of the utilities.
2. To maintain the utilities in working order.
3. To perform the duties as set forth in the

"DIRECTIVE TO ALL CHAIRMEN"

SOUND

OBJECTIVE: The furnishing of mobile and stationary sound equipment as required for the Festival activities and for publicity.

DUTIES:

1. To secure mobile and stationary sound equipment of a suitable nature.
2. To maintain and operate the sound equipment.
3. To transmit over the sound equipment such script, music or other material as may be required.
4. To have sound equipment at the place and time required.
5. To perform the duties as set forth in the "DIRECTIVE TO ALL CHAIRMEN"

- O -

DECORATIONS

OBJECTIVE: The appropriate interior and exterior decoration of all places where Festival activities are held, excepting the window displays.

DUTIES:

1. To conceive schemes of decoration.
2. To acquire and install decorative features.
3. To maintain decorative features during the Festival period.
4. To perform the duties as set forth in the "DIRECTIVE TO ALL CHAIRMEN"

- O -

PROPS

OBJECTIVE: The proper storing and accounting for properties belonging to the Association.

DUTIES:

1. To arrange for the place of storing Association properties.
2. To receive and store Association properties.
3. To issue stored properties for use by the Association.
4. To devise and keep a system of accounting for Association properties.
5. To perform the duties as set forth in the "DIRECTIVE TO ALL CHAIRMEN"

- O -

CONSTRUCTION

OBJECTIVE: The design, construction, assembly and installation of features requiring mechanical skill, excepting utilities.

DUTIES;:

1. To design structural features.

(Construction - continued)

2. To construct or have constructed such features.
3. To assemble, install and maintain all structural features.
4. To perform the duties as set forth in the "DIRECTIVE TO ALL CHAIRMEN"

- O -

PROCUREMENT

OBJECTIVE: The ascertaining of sources of supply of items for general Association use, or items which the several chairmen are unable to locate.

DUTIES:

1. To ascertain sources of supply.
2. To convey such information to the chairmen concerned.
3. To perform the duties as set forth in the "DIRECTIVE TO ALL CHAIRMEN"

- O -

DANCES

OBJECTIVE: The conducting of general participation or membership dances, either free or charged for.

DUTIES:

1. To prescibe the nature of the dances.
2. To secure the place where the dances are to be held.
3. To function as general chairman of the dances in cooperation with the other chairmen whose activities are required.
4. To perform the duties as set forth in the "DIRECTIVE TO ALL CHAIRMEN"

- O -

CATERING

OBJECTIVE: The supplying of food, refreshments and services on all occasions requiring catering.

DUTIES:

1. To determine the nature of the catering to be provided.
2. To prepare the menus.
3. To secure the items comprising the menus.
4. To secure the place and facilities for the catering.
5. To procure the services necessary for the preparing and serving of foods and refreshments and other necessary services.
6. To perform the duties as set forth in the "DIRECTIVE TO ALL CHAIRMEN"

RECEPTIONIST

OBJECTIVE: The gracious and helpful reception of all guests of the Festival and other Association activities, where such services are appropriate.

DUTIES:

1. To perform the function of a host.
2. To supply information.
3. To perform the duties as set forth in the "DIRECTIVE TO ALL CHAIRMEN"

- O -

SALES

OBJECTIVE: The conducting of sales which will react to the financial and artistic benefit of the Association.

DUTIES:

1. To determine the nature of the sales to be held.
2. To determine the time and place at which sales are to be conducted.
3. To secure items to be sold.
4. To arrange for the diplay of items.
5. To determine prices to be asked.
6. To secure sales assistants.
7. To perform the duties as set forth in the "DIRECTIVE TO ALL CHAIRMEN"

- O -

ADVERTISING

OBJECTIVE: The securing of advertising to appear in Association publications.

DUTIES:

1. To solicit prospective advertisers with a view to the sale of advertising space.
2. To negotiate and consummate contracts and agreements with advetisers.
3. To perform the duties as set forth in the "DIRECTIVE TO ALL CHAIRMEN"

- O -

PRINTING

OBJECTIVE: The accomplishment of printing all matter to be used by the Association and required to be printed.

DUTIES:

1. To compose or secure all copy to be acquired in printed forms.
2. To make the layout for such copy, including the program.
3. To have such copy printed.
4. To proof read the printed matter.
5. To deliver printed matter to the chairmen or persons concerned.

(Printing - continued)

6. To perform the duties as set forth in the "DIRECTIVE TO ALL CHAIRMEN"

- O -

SIGNS

OBJECTIVE: The furnishing of appropriate signs of an informative, descriptive or directional nature.

DUTIES:

1. To solicit the various chairmen, concessionaires and other participants in the organization activities to the end that he will ascertain what signs are required.
2. To determine the character of signs to be used.
3. To furnish the copy for signs when requested to do so.
4. To furnish the reqired signs and to deliver them to the persons concerned or at the place where they are to be used.
5. To supervise the installation of signs.
6. To maintain the signs over the period for which they are intended.
7. To perform the duties as set forth in the "DIRECTIVE TO ALL CHAIRMEN"

- O -

PUBLICITY

OBJECTIVE: The securing of publicity in all forms which will react to the benefit of the Association.

DUTIES:

1. To contact persons, organizations or agencies who are in a position to furnish publicity for the Association.
2. To furnish copy for publicity.
3. To arrange for the taking of pictures.
4. To arrange for the disseminatin of publicity.
5. To perform the duties as set forth in the "DIRECTIVE TO ALL CHAIRMEN"

- O -

PRIZES

OBJECTIVE: The securing of appropriate prizes for the competitive activities of the Association.

DUTIES:

1. The selection and acquisition of prizes for activities to be selected by the Planning Committee.
2. The delivering of prizes to the Chairman of Awards.
3. To perform the duties as set forth in the "DIRECTIVE TO ALL CHAIRMEN"

- O -

JUDGING

OBJECTIVE: The selection of prize and award recipients.

DUTIES:

1. To formulate the rules for making decisions in awarding of prizes.
2. To judge the competitors for prizes.
3. To submit the decision of the Judging Committee to the Chairman of Awards.
4. To perform the duties as set forth in the "DIRECTIVE TO ALL CHAIRMEN"

- O -

AWARDING

OBJECTIVE: The appropriate announcing of the decisions of the Judging Committee, and the awarding of the prizes.

DUTIES:

1. To act as custodian of the prizes until awarded.
2. To determine the place, time and manner of announcing the decision of the Judging Committee.
3. To present the prizes.
4. To perform the duties as set forth in the "DIRECTIVE TO ALL CHAIRMEN"

- O -

CONCESSIONS

OBJECTIVE: The securing of appropriate concessionaires to participate in the Festival Activities.

DUTIES:

1. To interview appropriate concessionaires with a view to enlisting their participation in the Festival activities.
2. To acquaint the prospective concessionaires with the available space and location of the concessions.
3. To acquaint the prospective concessionaires with the terms of agreement between the concessionaire and the Association.
4. To secure the commitment of the concessionaire.
5. To inspect the concessions with a view to ascertaining if the terms of the agreement are being adhered to.
6. To perform the duties as set forth in the "DIRECTIVE TO ALL CHAIRMEN"

- O -

INSURANCE

OBJECTIVE: The placing of appropriate insurance for the protection of the Association and Festival participants, visitors, workers and property.

DUTIES:

1. To determine the amounts and kinds of insurance to be taken out.
2. To select the agencies by whom the insurance shall be handled.
3. To secure the policies.
4. To act as custodian of the policies during the terms of enforcement.
5. To perform the duties as set forth in the "DIRECTIVE TO ALL CHAIRMEN"

- O -

CONTRACTS

OBJECTIVE: The procurement of appropriate forms of contracts and agreements between the Association and persons or organizations concerned.

DUTIES:

1. To devise forms of contracts or agreements.
2. To secure forms of contracts or agreements.
3. To deliver the forms of contracts or agreements to the chairmen of the divisions requiring them.
4. To enter into contracts or agreements which concern the organization as a whole.
5. To perform the duties as set forth in the "DIRECTIVE TO ALL CHAIRMEN."

ORGANIZATION CHART

for the

VINTAGE FESTIVAL - 1949

PRESIDENT
Mr. A. Pinelli 5541

VICE-PRESIDENT
Dr. D. Jones 5545

BOARD OF DIRECTORS

Mr. A. Pinelli 5541	Mrs. D. Donnel.....5594
Dr. D. Jones 5545	Admiral C. Cooke 5654
Mrs. G. Jones 3432	Mr. V. Jorgensen 2748
Mrs. L. Tryon 5748	Mrs. L. Shephard 2729

Mrs. N. Dodge .2164

TREASURER
Mrs. M. Greene 2842

RECORDING SECRETARY
Mrs. R. Emparan 5558

PLANNING COMMITTEE
Mrs. G. Jones .Chairman 3432
Mrs. O. Linn 2225
Mrs. L. Tryon 5748
Mrs. D. Donnel..... 5594

FINANCE COMMITTEE
Mr. V. Alvord- Chairman .. 5630
Mrs. J. McTaggart 2626
Mrs. I. Shephard 2729
Dr. D. Jones 5545

EXECUTIVE COORDINATOR
Mr. V. Jorgensen 2748

EXECUTIVE SECRETARY
Mrs. R. Emparan 5558

ASSISTANT COORDINATOR
Mr. H. Maysonnave ... 2479
Windows - Mrs. O. Linn ... 2225
Plaza - Mrs. L. Tryon ... 5748
Booths - Mr. S. Argento .. 2104
Wine Exhibits - Mr. O. Teller 2919
Spec. Exhibits - Mrs. I. Shephard 2729
Costumes - Mrs. R. Woodworth 2068

ASSISTANT COORDINATOR
Mrs. A. Maffei 2112
Pageantry - Mrs. P. Hansen 5746
Stage Shows - Mrs. N. Dodge 2164
Parade - Mrs. C. Taylor.....3341
Music - Mr. D. Ruggles 2053
Dancing - Mrs. M. Keiser..... 5779
Tours - Mrs. D. Donnel 5594

ASSISTANT COORDINATOR
Mr. G. Welch 2118
Transportation - Mr. G. Welch . 2118
Traffic - Mr. B. Weller..... 2014
Utilities Mr. R. Woodworth.. 2068
Sound - Mr. J. Cunningham... 2449
Decorations - Mrs. L. Tryon... 5748
Props - Mr. A. Pinelli 5541
Construction - Mr. H. Moser 2904
Procurement Mr. F. LaHaye.. 5597
Paid Labor - Mr. H. Moser .. 2904

ASSISTANT COORDINATOR
Mrs. J. McTaggart 2626
Dances Mrs. J. McTaggart ... 2626
Catering Mrs. M. Batto..... 2478
Receptionist Mrs. C. Cooke 5654
Sales - Mrs. N. Dodge.....2164

ASSISTANT COORDINATOR
Mr. A. Franquelin 5556
Advertising - Mrs. J. Weiss .. 2562
Printing - Mrs. A. McVeigh 5524
Signs - Mr. W. Wilson 2242
Publicity - Mrs. D. Donnel... 5594
Prizes - Mrs. V. Alvord..... 5630
Judging - Mrs. C. Burlingame... 2639
Awarding - Dr. D. Jones 5545
Concessions - Mrs. J. Cotton 3503
Insurance - Mr. V. Alvord 5630
Contracts - Mr. V. Alvord 5630

NOTE:
Limited space prevents including names of Task Committee members: See master chart in possession of Executive Secretary. *All phone numbers following names are Sonoma Exchange.*

2021.3.4